

HIGHLAND MAIN STREET MEETING
Highland Town Hall- Highland, Indiana 46322
May 3, 2018 MINUTES

Call to Order

At 6:39 PM, the Highland Main Street (HMS) meeting was called to order by President Dawn Diamantopoulos at Highland Town Hall, 3333 Ridge Road in Highland, Indiana.

Roll Call:

The following were present: Board Members Dawn Diamantopoulos, Lola McKay, Mary Wells, Doug Van Ramshorst, Marie Russo and Redevelopment Assistant Lance Ryskamp. Board Members Julie Larson, Mario DeGeorge and Darlene Barron were absent. Also present was Joris Nefs, a Highland resident who was interested in planning and redevelopment.

Minutes:

Doug Van Ramshorst made a motion, seconded by Marie Russo, to approve minutes from the April 5, 2018. The motion passed on a voice vote 5-0.

Festival of the Trail

Dawn reported that Indiana Sales Tax would have been collected for booth fees obtained. Lance said the Redevelopment Commission passed another booth fee resolution at the Commission's April 16th meeting, based on Main Street's recommendation, including the Indiana Sales Tax into the fee. The paperwork required for collection of sales tax has been submitted to the state.

Highland Rookery

No report.

Pop-Up Gallery

No report.

Coupon Program

No report.

Car Cruise

Lance provided the Board with the sponsorships and expenses report for the event to date. He indicated that while sponsorships were down from 2017, he had made various cuts in the budget on the expense side to more than compensate for the reduced revenue. He further reported that there was still one outstanding expense that he was waiting for to complete the report. Lance also reported that the event posters and flyers were now available to begin to distribute around the community. A discussion took place as to what areas Board members could cover to assist with distribution.

Façade Improvement Grant

Lance reported that two façade projects were approved by the Redevelopment Commission in April: a proposal from Highland Office Building at 2646 Highway Avenue and further review of the proposal from Focused Pain Relief at 2621 Highway Avenue.

Cash Mobs

No report.

Municipal Parking Lot

No report.

Poet Laureate

Lance reported there was one applicant, Alaina Polen, for the position of Poet Laureate. He reported that the applicant was vetted by obtaining a reference from Ms. Polen's college professor, who spoke highly of her character and literary work. Also, Julie Larson had advised Lance that she had seen the applicant at a recent poetry event and that she was a talented poet. After the Board reviewed the reference and information, Lola made a motion, seconded by Mary, to appoint Alaina Polen as the next Highland Poet Laureate for a two-year term. The motion was approved.

Sculpture and Art Tour of Highland

Lance reported that the Highland Community Foundation approved Main Street's application for \$500 to purchase the existing sculpture on Highway Avenue from Randy Simko. He said that while a decision is to be made as to whether the grant will be paid to Main Street, or directly to the sculptor, the Foundation made clear their intent not to own the sculpture. Dawn reported that Dyer Art Visionaries is still interested and ready to make a donation to the town for a new downtown sculpture. Lance said that a location for a new sculpture would have to be found. It was suggested that possibly Jewett Street near the library could be a possible site.

Last Call For Summer- August 11th

Lance reported that the Park and Recreation Department had approved the new event, with a beer garden for Main Square on August 11th, at a fee to Main Street of \$250. He said that payment of that fee and a proposed resolution for the agreement with 95ate5/ Comfort Catering would be before the Redevelopment Commission later in the month for approval. He also reported that Brad Kleinschmidt, a musician originally from Highland, had agreed to perform at the event. A discussion ensued about possible other musical acts to approach, whether or not they would be paid and what type of acoustical equipment would need to be provided.

Lance said he would look to draft a sponsorship letter and an application for food vendors. It was suggested that along with Highland businesses, Asada Grill & Cantina who will be soon moving to 45th Street, also be approached.

Sidewalk Sales Program

Lance presented the Board with a draft idea for possibly encouraging downtown businesses to hold sidewalk sales in conjunction with the Park Department's upcoming summer Midweek Market series. The promotion plan outlined the form that would need to be provided to the town, the types of merchandise available to be sold and would run from Memorial Day to August 31st. Lance said the idea needs to still be reviewed and put into final form, but after discussion, the Board had nothing additional to change or add to the plan.

Adjournment

With no further business, Marie made a motion, seconded by Lola to adjourn. It passed on a voice vote 5-0. The meeting was adjourned at 7:22 PM.